

An aerial photograph of a city, likely New York City, showing a dense grid of buildings and streets. The image is overlaid with a semi-transparent blue filter. The text "development opportunities" is written in a large, white, sans-serif font across the lower right portion of the image.

development
opportunities



SOLDIER'S
MEMORIAL
FIELD

1ST AVE

BROADWAY AVE

6TH ST

4TH ST

ZUMBRO RIVER



Development Opportunities

Building upon Rochester's competitive advantage, an important strategy for advancing Rochester's vision is to transform Downtown from a workday medical and office environment into a more vibrant mixed use urban district that is a model of social, economic and environmental sustainability for the next generation of Rochester's businesses, services, residents and families. With the addition of new Mayo employees and an expanded UMR community with additional students, staff and faculty, the Downtown is strategically positioned to develop as a vibrant urban environment with a range of housing and work opportunities and an array of supporting urban amenities. Targeted investment in the public realm will create an environment to attract development throughout the Downtown.

Proposed development on a few catalytic sites can begin to spur a transformation in Downtown that brings more of the elements of great urbanism: a human-scale public realm, pedestrian friendly streets and sidewalks, diverse residential options for young professionals, young families, and empty nesters, focused retail streets, updated hospitality, cultural venues, green spaces, and areas that encourage collaborative partnerships. The design and urban form of development within different districts of Downtown will be tailored to the specific uses and context of each area, and shaped to convey each district's unique strategy for open space and the public realm.



“Main Street” Mixed Use District

Proposed development on the two key blocks on 1st Ave between 4th and 6th Street SW characterizes the type of urban design appropriate for this unique street within the Downtown. The architecture and development decisions coupled with major infrastructure improvements work in concert to create a distinct street profile for the area of 1st Avenue from Peace Plaza all the way south to the future UMR campus.

Building on the recommendations put forward in the Urban Village guidelines, buildings are held to a four-to-six story mid-rise development pattern along the street edge, with strategically located mid-block tower elements that provide visual interest and differentiation in heights. The tower elements are set back from the building's front façade to limit shadow impacts on the public spaces. Parking is provided in structures that are embedded within the development, avoiding a blank wall condition on 1st Avenue. First Avenue is the main retail strip within Downtown, so the ground level of all development along this corridor is reserved for active retail uses, and has a high level of transparency and public entrances. Residential housing is the main use on the upper floors, with a mix of office, research, incubator and UMR-related uses blended in as well.

The streetscape is designed to provide abundant opportunities for seating and outdoor gathering in warmer weather, to minimize the presence of cars, and maximize pedestrian comfort. Bump-outs at the end and middle of each block provide additional space within the pedestrian zone between the building edge and curb. Abundant trees with space for tables and seating placed between them accommodate outdoor dining for the restaurants that will be focused along this street. Additional amenities are also designed within the pedestrian zone including specialized paving and lighting fixtures that give identity to the district. Best management practices will be used to manage stormwater in such a manner that it is incorporated with landscape strategies to create green buffers between pedestrians and the street. First Avenue will become Rochester's premier restaurant and retail street with the physical investments and design quality that make great and enduring urban places.



THE FUTURE UMR CAMPUS IS LINKED TO THE MAYO CLINIC AND THE PEACE PLAZA WITH A NEW MEDIUM DENSITY, MIXED USE DISTRICT



1ST AVENUE AND THE NEW UMR ENTRANCE PLAZA





Riverfront and Arts District

Revitalization of the Zumbro River's edge represents a tremendous opportunity for Downtown Rochester. The master plan explores the impact of redevelopment of underutilized properties along the river's edge on the public realm, including the Mayo Civic Center expansion and development of key properties on the banks immediately to the south. These new developments can be coupled with a redesigning and rebuilding of the public realm along the river, with improvements to landscape, continuous trail connections, and refreshed open spaces that take advantage of key locations along the river's edge. Buildings and open spaces will no longer have a back door on the river; they will be re-oriented to have a welcome face along the riverwalk, with open ground floor levels and cafes along the pedestrian edge.

Improvement to the river's edge can be made with minimal modifications to the landscape, and without interfering with the existing retaining walls and floodwall structure. Along the river corridor, small parks are interspersed to create new gathering spaces. At the river's end of 3rd Street, a small park offers respite and relief from the bustle of Broadway, creating a new informal lunch space for downtown employees or weekend picnic area for residents. Similarly, the future Civic Center expansion and riverside plaza offers the opportunity to take even greater advantage of this very public location with the introduction of a small, ramped amphitheater which transitions from the Civic Center's southern plaza down to the river's edge. Special paving across 2nd Street from the Civic Center to the riverfront park further emphasizes the connection between them. Investments in this area of the river near 2nd Street and the Civic Center will help anchor the new Arts District, providing outdoor spaces that complement evening cultural events and range from informal events spaces to outdoor dining catering to both employees at lunchtime and events attendees in the evening.

Across the river from the Mayo Civic Center park and plaza, a new park-like landscape is introduced on the river side of the Government Center, to better take advantage of its prime site and connect both banks of the river. This softened park edge at 2nd Street ties into a series of new, larger park spaces to the south that will be developed over time and in combination with the new mixed use residential development planned for the eastern bank of the Zumbro River. While the limited use freight rail line that runs north-south along the river in this area will remain intact for the foreseeable future, the landscape will soften its appearance and integrate the rail into the park system.



PARK IMPROVEMENTS ALONG THE ZUMBRO RIVER IN THE HEART OF THE ARTS DISTRICT



DURING NORMAL USE 2ND ST. SOUTH EAST CAN REMAIN OPEN TO VEHICLES, WITH GENEROUS RIVER'S EDGE DEDICATED TO PEDESTRIAN USE

NEW RIVERFRONT DEVELOPMENT PROVIDES ACTIVE USES ALONG THE GROUND LEVEL, AND FLEXIBLE EVENTS SPACE OF A REDESIGNED 2ND ST SOUTHEAST



LONGTERM NEW PARKS ADD VALUE TO SURROUNDING DEVELOPMENT





SOLDIER'S
MEMORIAL
FIELD

BROADWAY AVE

1ST AVE

3RD AVE

Education and Research District

Future development and public infrastructure investments in the Research Partnership Corridor along 3rd and 4th Avenues create a linear park and green boulevard environment between Civic Center Drive to the North and Soldiers Memorial Field to the South. The central green boulevard is flanked by six to eight story buildings that mix research uses with commercial space, and emphasize the potential for creative adjacencies where partnerships among the many medical and educational innovators in Rochester are fostered.

The boulevard is planted with a double row of large canopy trees, and interrupted with small pocket parks that span from 3rd to 4th Avenues wherever development needs allow. Buildings have a small setback from the curb to create a lawn and contribute to the sense of an open, campus landscape. The lush, green atmosphere of the corridor provides the city with much needed “breathing room” from the density of Mayo’s core to the north, and transitions people down to the open landscape of Soldier’s Memorial Field.



OVERVIEW OF THE RESEARCH PARTNERSHIP CORRIDOR



A DOUBLE ROW OF TREES ALONG 3RD AVENUE (LOOKING NORTH) AND LANDSCAPED POCKETS CREATE A RESPITE WITHIN THE RESEARCH CORRIDOR



3RD AND 4TH AVENUES FORM A GREEN BOULEVARD THROUGH THE RESEARCH/EDUCATIONAL DISTRICT, VIEW LOOKING NORTH ON 4TH AVENUE SW AT 5TH STREET





